



Syllabus: Overview Of Green Business

Green Business Operations Certificate Program

1. Course Description

Environmental issues have moved into the mainstream of our culture. These issues have created a demand for a deeper understanding of the problems and potential solutions to preserving our environment – at the individual level and at the business level. Both public and private entities are starting to set goals and objectives in the areas of energy use, sustainable design, and environmentally responsible operations of their sites and buildings. The challenges of creating and managing a green business require new skills, knowledge and methods of analysis.

This course is an introduction to principles and practices of creating and managing a green business. Participants learn the key factors in putting a strategy together to create a new sustainable business operation strategy, or to improve on the existing strategy already in place.

Each of the key competencies for operating a green business will be described. These include: developing sustainable design and operation of green facilities and services; defining and reporting on key performance indicators of a green business; establishing new procedures and sustainable procurement of materials and services used in a green business; developing the financial justification models for programs and projects; and leading the change management strategy to achieve desired results.

2. Learning Objectives

a. Session 1 Objectives (3 class hours)

- i. Course overview
- ii. Historical review of sustainable design and “greening the business”
- iii. Separating myths from realities in the world of sustainability
- iv. Strategies for setting business goals for sustainability
- v. Assign teams for case study – prepare a short business plan for “greening a business” (from the information contained within the case)

b. Session 2 Objectives (6 class hours)

- i. Understand the issues related to sustainable facility design and maintenance practices – guest speaker
- ii. Overview of various non-governmental organizations
- iii. Overview of the LEED building rating system
- iv. Define the data elements needed for reporting of results – guest speaker
- v. Setting a strategy for “triple bottom line” performance measures
- vi. Case study work time



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- c. Session 3 Objectives (6 hours)
 - i. Procurement practices for supporting sustainability objectives – guest speaker
 - ii. Working with suppliers and service providers to align “green” strategies and objectives
 - iii. Understand the techniques for applying cost/benefit analyses to programs and projects
 - iv. Integrating tangible and non-tangible factors in the justification analysis
 - v. Case study work time
- d. Session 4 Objectives (3 hours)
 - i. Strategies for leading the change process for implementing green projects and procedures
 - ii. The role of occupant behavior in successful green business operations
 - iii. Each team presents their sustainable business plan (case study)
 - iv. Final exam
- 3. List of Topics
 - a. Historical context – connecting the old with the new
 - b. Terminology and technology overview
 - c. Aspects of sustainable business practices
 - d. Role of Facility Management in sustainable operations
 - e. Sustainable procurement to support green business objectives
 - f. Techniques for cost/benefit analysis of green projects and services
 - g. Changing regulations, policies, and criteria for design & operation
 - h. Managing the changes required in organizations, procedures, communications, and reporting of sustainable results
- 4. Readings
 - a.
- 5. On-line resources
 - a.
- 6. Learning Evaluation Methods
 - a. Class Contribution: Your participation and contribution is imperative to the development of a collaborative learning environment. Your class contribution will require that you prepare for the class meetings, that you listen actively in class and present your ideas and questions with thoughtfulness. Your contributions will be valued and welcomed in the (1) discussions of the case studies, (2) questions and comments to the guest speakers, (3) questions and comments to the lecture presentations.
 - b. Final Examination